

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / APR. 30, 1962

1962

january

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, APRIL 29, 1962</u>			
April 29	DAYLIGHT SAVING TIME BEGINS--Sunday. (Move Clocks one hour ahead.)		
Sunday	SUMMER FASHIONS	DAVID HART, INC.	HAMPSHIRE HOUSE
April 29	DURING BRUNCH	(530 SEVENTH AVENUE)	FOUNTAIN ROOM
12:30 P.M.	Summer dresses, designed by John Derro for David Hart, available at Lord & Taylor. Millinery--Emme. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700.		
Brunch	Publicity: Peggy Cantor Associates, 117 E. 37th Street, MU. 9-8542.		
April 30	MACY'S RELEASE DATE--Lingerie fashions. (No Show)		
Monday	FALL FASHIONS IN	WERLE ORIGINALS	BEVERLY WILSHIRE HOTEL
April 30	LOS ANGELES, CAL.	(626 N. ROBERTSON)	LE GRAND TRIANON
8:30 A.M.	Preview of Werle's Fall fashions. Showing at 9:00 A.M. By invitation.		
Breakfast	Contact: Jose Fernandez of Werle, 626 N. Robertson, OLeander 5-8926.		
Monday	FALL-WINTER FASHIONS	BUD KILPATRICK	2139 STONER AVENUE
April 30	IN LOS ANGELES		WEST LOS ANGELES
6:00 P.M.	Bud Kilpatrick will preview his Fall-Winter collection. By invitation.		
	Contact: Eph Feinberg, 2139 Stoner Ave., West Los Angeles, Cal.		
Beginning	CASUAL AND DRESSY	HI-LINE	112 WEST 34TH STREET
Monday	BOYS' WEAR FOR FALL		SHOWROOM - 8TH FLOOR
April 30	"Thoroughbred Look"--young gentlemen's fashions for Fall, in sizes 2 to 4 and 3 to 7. By appointment. Contact: Ruth Shaw, WI. 7-2562.		
Tuesday	PREVIEW: FALL KNIT-	RUDI GERNREICH FOR	1407 BROADWAY
May 1;	WEAR COLLECTION	HARMON KNITWEAR	SUITE 600
May 2	Preview of Fall knit dresses, sportswear and sweaters, designed by Rudi Gernreich, May 1 and May 2, 12:00 Noon at the Charles Rose Associates		
12:00 Noon	showroom. By invitation. Thereafter informal showings; <u>also beginning</u>		
Luncheon	<u>Thurs., May 3</u> , collection of knitwear for men. Contact: BR. 9-5664.		
May 2	SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty's Summer Fashions. (No Show)		
Wednesday	FALL SPORTSWEAR	MR. MORT SPORTSWEAR;	498 SEVENTH AVENUE
May 2	AND SWEATERS	MR. MORT SWEATERS	SHOWROOM - 20TH FLOOR
2:30 P.M.	Fall sportswear and sweaters, designed by Stanley Wyllins. By admission card only. Contact: Jean MacGregor, OX. 5-4760.		
Beginning	OPENING: FALL	NANNETTE CASHMERES, INC.	1410 BROADWAY
Wednesday	CASHMERE COLLECTION		SHOWROOM - 18TH FLOOR
May 2	Daily showings of Fall 1962 collection, featuring decorated cashmere cardigans and cashmere ensembles. Contact: WI. 7-8130.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled May 3	OHRBACH'S PRESS PREVIEW OF INTERNATIONAL SWIMSUITS HAS BEEN CANCELLED. (<u>RELEASE DATE WILL BE MAY 4.</u>)		
Thursday May 3 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Fashions by Highlight, designed by Pat Sandler, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	HIGHLIGHT FASHIONS (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 3 12:30 P.M.; 6:00 P.M.	CUSTOMER SHOWINGS: SUMMER LINGERIE Misses and junior loungewear, sleepwear, and lingerie, especially for Mother's Day. Open to public. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	2ND FLOOR
Thursday May 3 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR FASHIONS White Stag will present their Fall sportswear collection, at a preview for press and buying offices. Showing at 4:30 P.M. By invitation and admission card only. Contact: Ruth Freund, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL ROOM
Saturday May 5 9:00 P.M. Supper	HOUSE OF WORTH BALL AND EXHIBITION Fashion showing of forty original Worth gowns and a complete exhibition of photographs, sketches, and documentary material. Price per couple: \$100.00 (runway) and \$35.00 (others). Contact: UL. 7-8900. (Open to public, May 8-June 25.) Contact: Robert Riley, NE. 8-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	SCULPTURE COURT
Sunday May 6 12:30 P.M. Brunch	SUMMER DRESSES DURING BRUNCH Summer dresses, designed by Peggy Thayer, available at Bonwit Teller. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Coiffures--Tony Migliaro. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	HOUSE OF JAMISON, INC. (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday May 7 5:00 P.M. Cocktails	PREMIERE OF NEW SUIT COLLECTION L'Amerique--new collection of suits, designed in Paris for the petite miss and petite junior. By invitation. Informal showings thereafter. Contact: Norma Rousseau, LO. 4-7832.	L'AMERIQUE (DIV. OF HANDMACHER-VOGEL, INC.)	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday May 7	BACK-TO-SCHOOL AND ACTIVE SPORTSWEAR Fall back-to-school and active sportswear, designed by Vicki Cooper for Ulla. By appointment. Contact: Ceil Maurer, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday May 8 10:30 A.M.	OPENING OF FALL SUIT COLLECTION Showings May 8, 22, June 5, 12, 19, 26 at 10:30 A.M. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 8 11:00 A.M.; 2:30 P.M.	PREVIEW OF FALL SEPARATES Special preview of Fall color-coordinated costume-separates. By invitation. Continuous thereafter. Contact: Violet Beecher, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 8 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Donald Brooks, Jeanne Campbell, Guy Duvier, David Kidd, Helen Lee, John Moore, George Nardiello, Mona Roset, Fernandino Sarmi, Pembroke Squires, Jacques Tiffeau. Prices: \$2.00--2:30 P.M.; \$3.00--8:30 P.M.; \$5.00 (re- served). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
May 9	ABRAHAM & STRAUS RELEASE DATE--Opening of Beach Shop. (No Show)		
Wednesday May 9 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Harvey Berin's Summer fashions, available at De Pinna. (Rum- mage donation for Kips Bay Boys' Club.) Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Direc- tor: Mary Alice Rice, PL. 2-5726.	HARVEY BERIN, LTD. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday May 9 2:30 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Couture rainwear, designed by Adele Lawrence. By invitation. Beginning Mon., June 4, daily showings at 9:00 (breakfast); 4:00 (tiffin). By reservation. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews- Latham, 128 East 37th Street, MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Wednesday May 9	PREMIERE SHOWING OF SIMONETTA COLLECTION Continuous showings of Simonetta's Italian casual Fall sportswear, made in Rome exclusively for House of Suburbia. By appointment. Contact: Mr. Jesse Goodman, LO. 3-7900.	HOUSE OF SUBURBIA	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 10 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING "The Young Internationals"--children's show. Report and commentary by Virginia Steele, McCall's Magazine. Co-Chairmen: Virginia Steele, McCall's Magazine, and Cullette B. Touey, Lord & Taylor. Prices--\$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday May 10 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Summer-into-early Fall fashions by leading designers in Aberfoyle yarns and synthetic fibers. Press by invitation. Public by reservation; con- tact "Banquet Dept.," PL. 9-3000. Publicity: Florence Lippincott, BR. 9-5950. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ABERFOYLE MFG. CO. (1430 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Thursday May 10 3:30 P.M.	TENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--fashion show, featuring Jacques Tiffeau's fashions and past winners. Cotton award will be presented to Jacques Tiffeau by Mayor Robert F. Wagner. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	GRACIE MANSION EAST END AVENUE
Friday May 11 11:00 A.M.	PRESS PREVIEW: FUR- LINED COATS & SUITS Fall-Winter fur-lined coats and suits in misses sizes; Customite sizes (5'5" and under); Petite Customite (5'1" and under), designed by Betti Belmont. By invitation. Thereafter daily, beginning Tues., May 22, at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 11 2:30 P.M.	PREVIEW OF FALL COLLECTION Aywon will present their Fall collection of dresses and costumes, designed by Miss Sabina and Violet Feigen. (Note Change Of Time.) By invitation. Thereafter, June 5, 6, 7, 12, 14 at 4:00 P.M. Contact: LO. 3-0870.	AYWON DRESS COMPANY	525 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday May 11- May 22	SIXTH ANNUAL WORLD TRADE FAIR Showing of products and raw materials from over 70 nations; also creations of the world's outstanding fashion designers. Aspects of American fashion will be presented in a "Fashion Avenue" on the third floor. <u>Press Preview Thurs., May 10, from 2:00 P.M.-5:00 P.M. By invitation. Tickets: \$1.50 (adults), 75¢ (children).</u> Publicity: Jerry Zipper or David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday	MOTHER'S DAY. Theme: "It's A Great Day For Mom." Contact: Aline Blummer, 129 West 30th Street, LO. 5-4700.		
Monday May 14 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview by invitation. Showings at 1:00 P.M., May 15, 16, 22, 23, 29, June 5, 6. By appointment. For preview, contact: Marie Shapiro; thereafter Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 14 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Opening of Fall sportswear and separates, designed by Leo Narducci. By invitation and admission card only. Continuous daily thereafter. Contact: Bette Estes, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Monday May 14 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1962 Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1962. <u>Cocktails: 6:30; Dinner: 7:30, followed by show. For retail store executive, buyers, and press. By invitation only.</u> Trade contact: Nancy McNish, LO. 3-6400, Ext. 491. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303.	DU PONT COMPANY	HOTEL ASTOR BALLROOM
Beginning Monday May 14	OPENING: FALL-WINTER COLLECTION Parnes Feinstein's Fall-Winter collection of misses daytime, "Special Occasion" dresses and costumes. Contact: Aaron Parnes, BR. 9-0952.	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday May 14	OPENING OF FALL COLLECTION Continuous showings of Fall cashmere coordinates and boutique separates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 15 9:00 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Eighth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	F. I. T. 227 WEST 27TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30 A.M., May 15, 22, 25, 29, June 5, 8. By reservation. Contact: Sam Cohn, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Herbert Sondheim's Fall collection, designed by Sara Ripault. (<u>Press showing Tues., May 17, at 10:30 A.M. By invitation.</u>) Thereafter, May 16, 17, 22, 23, 24, 28, 29, 31, at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 15 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 15 1:15 P.M.	OPENING OF FALL COLLECTION Showings May 15, 16, 17, 22, 23, 24, at 1:15. By appointment. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 15 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 15, 17, 22, 23, 24, 29, 31, June 5, 7, at 2:30 P.M. <u>Press showing, Monday, May 21, at 3:00 P.M. By reservation.</u> Publ.: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 15 4:00 P.M. Cocktails	OPENING OF FALL- WINTER COLLECTION Showing highlights of "All American" collection of rainwear and outerwear for Fall-Winter, featuring tie-in with the new musical "All American." For press and buyers, by invitation. Continuous thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.	MARCH & MENDL; P.R.L. ALL WEATHER	500 CLUB 500 SEVENTH AVENUE
Tuesday May 15 5:00 P.M.- 7:30 P.M. Cocktails	PRESENTATION: PLANS FOR NEW HOTEL The design and plans for the new New York Hilton Hotel at Rockefeller Center, opening early in 1963, will be presented at a cocktail party. Publicity: Lisette Nigot, IT. 1-0840.	THE NEW YORK HILTON AT ROCKEFELLER CENTER	SAVOY-HILTON HOTEL CRYSTAL ROOM
Beginning Tuesday May 15	OPENING OF EARLY FALL COLLECTION Continuous showings of Jerry Silverman's early Fall collection of costumes and wool dresses, designed by Shannon Rodgers. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 16 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses and costumes, designed by Miguel Dorian. By invitation. Continuous daily thereafter. Contact: CH. 4-2270. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 16 1:15 P.M.	OPENING OF FALL COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day. Thereafter, May 21, 23, 28, June 4, 7, at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 16, 23, June 5, 13. Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 16 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Jane Derby's Fall collection. By invitation. Thereafter, May 22, 24, June 5, 6, 7, at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday May 16	SHOWING OF FALL ITALIAN KNITWEAR Continuous daily showings of Avon's Fall Italian knitwear fashions. Contact: Lillian Frank, PL. 5-4592, or PL. 3-3500, Ext. 212.	AVON (P. CELLI)	LILLIAN FRANK 42 W. 58TH ST., RM. 212
Thursday May 17 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1962" Fall fashions for toddlers, girls, pre-teens, and boys. <u>Showing at 9:15 A.M.</u> By invitation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
May 17	PRESS SHOWING OF HERBERT SONDHEIM'S FALL COLLECTION AT 10:30. (See Pg. 5)		
Thursday May 17 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30, May 17, 22, 24, June 5, 6, 8, 12, 14. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday May 17 12:00 Noon	PREVIEW: FALL COUTURE FASHIONS Couture collection of Fall fashions, for press and buyers. (Luncheon on first day only.) By invitation. Thereafter, May 22, 23, 24, June 5, 6, 7, at 12:00 Noon, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Harvey Berin's Fall collection. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 17 2:30 P.M.	OPENING: FALL COLLECTION Showing of Branell's Fall collection, May 17, 21, 22, 23, 24, 29, 31, June 5, 6, 7, 12, 14, at 2:30 P.M. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, May 17, 22, 23, June 5, 6, 7, 12. By reservation. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday May 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Publicity: Lorene Kramer, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Thursday May 17	OPENING OF FALL COLLECTION Continuous daily showings of Joan Leslie's "Misses Sizes for the Young Connoisseur." Contact: Isabelle Crawford, BR. 9-7700.	JOAN LESLIE FASHIONS	1400 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 18 10:30 A.M.	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Louise Armour at 10:30 A.M., May 18, 21, 24, June 4, 7, 12, 14. Contact: CH. 4-7940.	WILLIAM FOX, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday May 18 10:30 A.M.; 1:30 P.M.	FALL COCKTAIL AND EVENING FASHIONS Fall collection, designed by George Nardiello, at 10:30 A.M. and 1:30 P.M. By reservation. Thereafter at 9:30 A.M., May 22, 23, 24, 29, 31, June 5, 6, 7, 12, 13, 14. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday May 18 10:30 A.M.	OPENING: FALL DRESS COLLECTION Showings at 10:30, May 18, 24 (<u>Press</u>), June 4, 5, 6, 7, 8, 11, 12, 13, 14, 15. Also showing June 7 at 4:00 P.M.(cocktails). By invitation and appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Friday May 18 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION Preview at 11:30 A.M., by invitation. Thereafter May 22, 23, 28, 29, at 11:30 A.M. Publicity: Betty Yarmon, IO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday May 18 12:00 Noon	OPENING OF FALL COLLECTION Paul Blumenstein's Fall collection, May 18, 22, 24, 29, June 6, 13, at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday May 18 12:00 Noon	FALL COLLECTION AT PREVIEW Showings May 18, 23, 31, June 5, 7, 12, 14, at 12:00 Noon. By appointment. Contact: Ruth McLaughlin, IO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday May 18 2:00 P.M.	OPENING OF FALL COLLECTION Thereafter May 22 and 28 at 4:00. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday May 18 2:15 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Paul Parnes Fall dress collection. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Friday May 18	OPENING OF FALL COLLECTION Continuous daily showings. Publicity: Betty Yarmon, IO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Friday May 18	BACK-TO-SCHOOL AND FALL COLLECTION Continuous showings of custom detailed pants for women, in surface tex- ture interest fabrics, also group of stretch pants. Contact: WI. 7-6700.	"MR. THOMSON"	1410 BROADWAY SHOWROOM - 22ND FLOOR
Monday May 21 10:30 A.M.; 11:30 A.M.	OPENING OF FALL COLLECTIONS Showings--Leonard Arkin at 10:30; Andrew Arkin at 11:30, May 21, 28, June 4, 6, 11, 13. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 21 11:30 A.M.	OPENING OF FALL COLLECTION "Around The Clock"--Fall dress collection, designed by Dorothy Farbo. By reservation. Thereafter, May 24, June 5, 7, 12, at 11:30 A.M. Contact: Marcella Wolfe or Maggie Robbins, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 21 12:15 P.M. Luncheon	PREVIEW OF FALL LINGERIE COLLECTION Kayser-Roth's Fall collection of lingerie. Show at 1:00 P.M. For press and buyers, by invitation. Publicity: Phyllis Youngheart, PL. 1-0752.	KAYSER-ROTH (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
May 21	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.5)		
Monday May 21 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes, and suits, May 21, 23, 28, 31, June 4, 5, 6, at 4:00 P.M. By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday May 21	JUNIOR AND PETITE DRESS COLLECTION Fall junior and petite dress collection; continuous showings of transition and Fall sportswear. Also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902
Tuesday May 22 7:30 A.M. Breakfast	ANNUAL BREAKFAST SHOWS Milliken will present Fall fashions at 7:30 A.M. showings--May 22, 23, 24, 29, June 1, 4, 5, 6, 7, 8, 12, 13, 14. Breakfast in the afternoon--May 28 and 31, at 3:30 P.M. Fashion Director: Claudette Rose. By invitation and ticket only. Contact: Helen Pavoski, OX. 5-1200.	MILLIKEN, INC.	HOTEL ASTOR GRAND BALLROOM
Tuesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS Imported leathers, fabrics, and knits, including skiwear. By invitation. Thereafter continuous in showroom. Contact: Lou Clarke, LO. 4-6587.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 22 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., May 24, 29, June 5, 7, 13. Contact: Sally MacDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 22 11:00 A.M.	OPENING: FALL FOUNDATION COLLECTION By invitation for press and resident buyers, May 22, at 11:00 and 2:00. Pre-Market: June 4 at 2:00. June 5, 6, 7, at 10:00 and 2:00. June 8, at 10:00. Market: June 11, 12, at 9:30; 11:00; 2:00; 3:30. June 13, at 9:30; 11:00; 2:00. June 14, at 10:00 and 2:00. Reservations: Kay Keniry, MU. 5-5740. Publicity: Adele Dyer, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Tuesday May 22 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Thereafter at 11:30, May 24, 29, June 5, 7, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 22 12:00 Noon	OPENING OF FALL COLLECTION Fall collection in misses and petite sizes, designed by Don Breitinger. Showings at 12:00 Noon, May 22, 29, June 5, 6, 7, 12. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 22 2:00 P.M.	OPENING: FALL COAT AND SUIT COLLECTION Harry Frechtel's Fall collection of coats and suits, May 22, 24, 29, June 5, 7, 13, at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310.	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Tuesday May 22 2:30 P.M.	PREVIEW SHOWING OF FALL COLLECTION Gross-Sydney's Fall collection of Pettit-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Continuous daily there- after. Contact: Miss Carol, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 22 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Zacari, Ltd. will present their Fall collection of sportswear, separates, and pants, designed by Greta Plattr. For press and buyers, by invita- tion. Thereafter, continuous at showroom, 1410 Broadway. Contact: Kurt Weimer, WI. 7-1322.	GRETA PLATTRY FOR ZACARI, LTD.	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday May 23 10:00 A.M. Coffee	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions, designed by Pepe Fernandez. Showing also June 6, at 10:00 A.M. Thereafter, by appointment. Contact: Mrs. Sylvia Fernandez or Miss Justo, PL. 2-1191.	PEPE FERNANDEZ	211 EAST 53RD STREET SALON - 7TH FLOOR
Wednesday May 23 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION Fall preview at 10:30 A.M. By reservation. Thereafter June 4, 5, 6, at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 23 2:00 P.M.	PREMIERE PREVIEW FOR THE PRESS Ilie Wacs will premiere his Fall couture collection of coats and suits. By invitation. For buyers, May 25, at 2:00 P.M. and May 31, at 3:30 P.M. By reservation. Publicity: Mathews-Latham, 128 E. 37th St., MU. 5-7907.	ILIE WACS COUTURE	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Wednesday May 23 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom. Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 23 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter June 4, 5, 6, 11, 12, 13, at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Mollie. For press and buyers, by invitation. Showings thereafter May 28, June 5, 7, 12, 14, at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COLLECTION Fall sportswear, dresses, at-home fashions, designed by Melba Hobson. For press and buyers, by invitation. Continuous daily thereafter. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
May 24	PRESS SHOWING: EDWARD ABBOTT'S FALL COLLECTION AT 10:30 A.M. (See Pg. 7)		
Thursday May 24 1:15 P.M.	OPENING OF FALL COLLECTION Oleg Cassini's Fall collection at 1:15, May 24, June 5, 6, 7, 12, 13. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 24 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION For press and resident buying offices, by invitation. Beginning May 28 - Mon. through Thurs., at 10:30. Publ.: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 24 3:30 P.M. Cocktails	PRESS PREVIEW: FALL JAYMOUR COLLECTION Preview of the Jaymour Fall collection by Seymour Jacobson. For press and buyers, by invitation. Contact: Leroy Grayson, CH. 4-3488.	JAYMOUR BY SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 24 3:45 P.M.	PREVIEW: FALL SUIT COLLECTION Fall suit collection, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday May 25 2:30 P.M.	PREVIEW: SYLVAN RICH AND JERRY PARNIS Fall collections by Sylvan Rich for Martini; and Jerry Parnis for Miss Martini. Showings May 25, June 5, 7, 12, 14, at 2:30 P.M. By reser- vations. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 28 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M., May 31, June 4, 6, 8, 12, 14. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday May 28 3:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. Beginning Tuesday, June 5, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Monday May 28 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Lee Claire will present their Fall collection of late-day and formal fashions, designed by Earl Luick. For press and buyers, by invitation. Showings thereafter at 1:30, June 4, 5, 6, 7, 12, 13, 14. By appointment. Contact: Jack Sulzer, WI. 7-9470. Publ.: Margaret Hodge, LT. 1-3260.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 29 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview by invitation. Showings at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20, 21. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
May 30	MEMORIAL DAY (Wednesday).		
Thursday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, May 31, June 5, 6, 7, 12, 13, 14, followed by luncheon. By invitation only. Contact: Bill Goldstein, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Thursday May 31 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Fall coats May 31, June 1, 4, 6, 7, 12, at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday May 31 3:00 P.M. Champagne	PREVIEW OF FALL COAT COLLECTION Preview of Fall coat collection, designed by Bill Giardiello. For press and buying offices, by invitation. Beginning Mon., June 4, showings at 3:30 daily. Publicity: Barbara McGinniss, PE. 6-2365.	LA VIGNA, INC.	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
Thursday May 31 4:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Trade, June 1, 5, 8, 13, at 10:30 A.M. By appointment. Contact: JU. 2-2317.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday June 1 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Wragge's Fall collection. Thereafter, June 5, 6, 11, at 11:00 A.M. <u>All showings by invitation only.</u> Contact: WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 1 12:30 P.M. Champagne- Luncheon	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. (<u>Note Change Of Date.</u>) Thereafter, Tues., Wed., Thurs., at 12:00 Noon, followed by luncheon. By appointment. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday June 4 10:30 A.M.	PREMIERE: WHOLESALE FALL COLLECTION Premiere preview of Hattie Carnegie's Fall wholesale collection. For the press, by invitation. Thereafter, June 5, 6, 11, 13, 15, at 10:30 A.M. By reservation. Contact: PL. 5-2600.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 4 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., June 4, 5, 6, 7, 11, 12, 13, 18. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 4 2:00 P.M.	PREVIEW OF FALL COLLECTION Max Lawrence preview of Fall dresses and costumes, designed by Walter Gerson. For press and buyers, by invitation. Continuous thereafter. Contact: WI. 7-2055.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 4 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Schiaparelli Furs for Fall and Winter. Myerson. By invitation. Publicity: Ken R. Williams, WI. 7-4471.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 4 3:30 P.M.	PREVIEW OF JUNIOR FALL COLLECTION Junior Accent and Petite Accent Fall fashions, designed by Frank Adams. By invitation. Also showing Tues., June 5, at 11:00 A.M. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT; PETITE ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 4 4:00 P.M.	OPENING OF FALL COLLECTION Mademoiselle Ricci's Fall collection, designed in Paris by Jules Francois Crahay of Nina Ricci. One formal showing only, by invitation. Contact: Rhoda Marcus, OX. 5-4760.	MADemoisELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday June 4 7:00 P.M. Cocktails- Dinner	FASHION SHOW AND DINNER FOR BUYERS Semi-annual fashion show will feature Fall and Winter silk fashions by New York and California designers. For retail executives, ready-to-wear and piece goods buyers. By invitation. Contact: Grace Beller, MU.3-7197. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.	INTERNATIONAL SILK ASSN., U.S.A.	HOTEL PIERRE BALLROOM
Beginning Monday June 4	SHOWING OF FALL COAT COLLECTION Continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 4	OPENING: FALL COUTURE COLLECTION Fall couture collection of after-five fashions, designed by Carmona. Daily showings, June 4-22, from 10:00 A.M. to 5:00 P.M. By appointment only. Contact: CO. 5-0320.	DOUGLAS & CARMONA, INC.	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR
Beginning Monday June 4	CALIFORNIA FASHIONS FOR FALL IN NEW YORK Wayne Fuller will present his Fall collection of sheer wools, silks, and cottons. Contact: Dick Steiner, MA. 7-5461 (L.A.); after June 3, CI. 7-2200 (N.Y.).	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	GOTHAM HOTEL
Tuesday June 5 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 5, 6, 7, 12, 13, 14. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 5 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of Revillon's wholesale Fall and Winter fur collection. By in- vitation. Thereafter by appointment. Publ.: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 5 12:30 P.M. Luncheon	25TH ANNIVERSARY GRADUATION LUNCHEON The Tobe-Coburn School's anniversary celebration. Special festivities for graduates, alumnae, and executives from the fashion field. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Fall collection of dresses, sportswear, at-home fashions, designed by Silvano for Morty Stone. By invitation. Continuous daily thereafter. Contact: Miss Kayne, CH. 4-8520.	SILVANO FOR MORTY STONE, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday June 5 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Showings June 5, 7, 11, 13, at 3:00. Contact: Stefane Demay, WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 5 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, sweaters. By invitation. Con- tinuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.	McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW: SPORTSWEAR COLLECTION FOR FALL Cabana will present their Fall collection of sportswear, separates, and at-home fashions, designed by Pembroke Squires. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday June 5 5:00 P.M. Cocktails	PREVIEW: OVER-THE- COUNTER FABRICS "The Good Old Days"--fashion presentation by Keybak of Fall, Winter, and Holiday designs by 6 leading pattern companies and 20 fabric houses, for the over-the-counter market. For press and buyers, by invitation. Contact: Helen Ryan, WO. 6-1000.	KEYBAK INTERFACING CHICOPEE MILLS, INC.	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday June 5 5:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Champagne press preview and fur fashion merchandising showing of Mr. John's "Society Collection" of trend-setting furs for Fall and Winter, 1963. By invitation. Publicity: Joe Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Beginning Tuesday June 5	OPENING: FALL COLLECTION Continuous daily showings of Milarre's Fall collection. Contact: Milton Lichtstein, WI. 7-7787.	MILARRE ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Wednesday June 6 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. For press, retailers, and buying offices, by reservation. Tickets: \$3.50. Publicity: Fay O'Neill, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday June 6 9:30 A.M. Coffee	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 6 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION The Bogens will preview "Young Elegance" in furs, designed by Phyllis. Commentator: Ernest Bogen. Publ.: Terry V. Seymour, MU. 8-6380.	MAX BOGEN, INC.	350 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 12:00 Noon	OPENING OF FALL COLLECTION Mollie Parnis' Fall collection, June 6, 7, 12, 13, 14, at 12:00 Noon. By reservation only. Contact: Lou Scobell, BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 6; Thursday June 7 12:00 Noon	FASHIONS IN LUREX- ZEFRAN-ZEFKROME Showing of Fall knitted and woven fashions in Lurex, Zefran, and Zefkrome at two luncheon presentations. For press and retailers, by invitation. Contact: Emma Treadwell, PL. 7-8300.	THE DOW CHEMICAL CO.	350 FIFTH AVENUE SHOWROOM - RM. 801
Wednesday June 6 3:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for Mona Lisa by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR FASHIONS Designed by Betty Carol. Also showing Thurs., June 7, at 2:00 P.M. at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Wednesday June 6	OPENING: FALL DRESS COLLECTION Continuous daily showings of Rona's Fall collection. Contact: CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Thursday June 7 11:00 A.M.; 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Sarmi's Fall collection. <u>Buyers' preview at 4:00 P.M.</u> By invitation. Thereafter by appointment. Contact: CH. 4-7270.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 7 12:00 Noon	OPENING OF FALL COLLECTION Showing of Fall collection, designed by John Moore, June 7, 12, 14, at 12:00 Noon. Contact: BR. 9-1195.	TAIMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday June 7 2:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Norma Bell, PL. 8-2014.	MARY BLACK OF LONDON	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Thursday June 7 2:30 P.M.	PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. Contact: Herman Susskind, CH. 4-7551.	QUALITY FURS- MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 7 3:00 P.M.- 6:00 P.M.	TRADE SHOWING: OVER- THE-COUNTER FABRICS Trade show featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns. By invitation. Contact: Lester H. Senholzi at Eastman, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	F. I. T. 227 WEST 27TH STREET
Thursday June 7 3:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 4:00 P.M.</u> For retail stores, by invitation only. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 7 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Rossino-Angela's showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Mr. Di Marinis, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Friday June 8 9:00 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter, beginning Mon., June 11, at 10:30 and 2:30, by appointment at showroom. Contact: Rose Ciacci, OX. 5-8340.	LAURENCE H. KAYE FURS (345 SEVENTH)	HOTEL PLAZA TERRACE ROOM
Friday June 8 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA STATE SUITE
Friday June 8 3:00 P.M.	TWENTY-SEVENTH ANNUAL COLLEGE CLINIC "August Mademoiselle, Campus Guide"--Back-to-school fashions from Made- moiselle's August 1962 college issue. Merchandise exhibit and reception 3:00 P.M. <u>Showing promptly at 4:00 P.M.</u> Tickets: \$7.50, by invitation only. (<u>Special buses, Metropolitan Opera, from 2:30.</u>) Contact: Shirley Ryan, MU. 9-5900.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Monday June 11 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By in- vitation. <u>Trade showings, Tues., June 12, at 2:30 and Wed., June 13, at</u> <u>10:30.</u> Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 12 9:00 A.M. Champagne Breakfast	PREVIEW: READY-TO- WEAR FUR COLLECTION Ready-To-Wear fur collection. By invitation. Thereafter, 10:30 and 2:30, at showroom, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday June 12 2:30 P.M.	PREMIERE: FURS BY JACQUES HEIM Premiere showing of Fall-Winter fur fashions, designed in Paris by Jacques Heim, exclusively for Sol Schulman. For press and buyers, by invitation. Publicity: Gwen Considine, PE. 6-4481.	SOL SCHULMAN COMPANY	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR
Wednesday June 13 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fantasia Furs will present their Fall-Winter fur collection. By invita- tion. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 14 2:30 P.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection, also premiere show- ing of a couture group, designed by Pauline Trigere. By invitation. Buyers' showings June 12, at 10:30 A.M.; June 18, 19, at 2:30 P.M. By appointment. Publicity: Mathews-Latham, 128 E. 37th St., MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

